

Montréal . . . Canada's Business Capital

• History rubs shoulders with modernity in Montreal, and the old and new are strikingly blended . . . In nothing is this civic trait more dramatically exemplified than in the contrast between such relics of the storied past as buildings erected one, two or more centuries ago and the increasing number of structures which are the product of present-day engineering skill . . . Sometimes, in the older portions of the city, the two stand side by side, as on Place d'Armes.

• In keeping with its predominant rôle in Canadian financial, commercial, industrial and transportation spheres, Montreal has its share of fine office buildings, of distinctive architecture and imposing proportions . . . Grace of line and dignity and simplicity of mass, and not mere height or bulk, have been the objectives kept in view by the architects and owners.

Upper right: Dominion Square Building, headquarters of the Montreal Tourist and Convention Bureau. (We shall be glad to answer all enquiries and assist in every way in making your visit to Montreal enjoyable. Please don't hesitate to write us, or visit our office while in Montreal.)



Lower left: Sun Life Assurance Company Building, on Dominion Square.

This Booklet About Montréal . . .

has been prepared so that YOU can get a short preview of what is in store for you in our metropolis, what there is to do, what there is to see and how you can enjoy yourself while here. No matter how long you have planned to stay here, you will find this booklet a guide to your "Montreal Adventure."

• There are some things about Montreal, its charm and atmosphere, that cannot be rendered pictorially. French is the mother tongue of a large part of the population. Visitors hear French spoken everywhere, in shops, restaurants, night clubs, and this gives life in Montreal a very Parisian touch. Even though you are accustomed to the racy life of New York or the romantic traditions of San Francisco, Montreal has just that "something" about it, that has charmed visitors for generations, in fact from that very bright May forenoon in 1642 when one of Maisonneuve's companions said (in French, of course): "I make no doubt that our settlement can be compared to a mustard seed which one day will become a huge tree."

• Page Six

